



DISTRICT SEVEN COMMUNITIES

Allied Gardens

Alvarado Estates

Chollas Creek

Colina del Sol

College Area

Del Cerro

El Cerrito

Fox Canyon

Grantville

Islenair

MCAS Miramar

Oak Park

Rancho Encantada

Redwood Village

Rolando Park

Rolando Village

San Carlos

SDSU

Tierrasanta

The Emerald News

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Who should run San Diego's Redevelopment Agency? What should the priorities of the Redevelopment Agency be? Are taxpayers getting their money's worth from our current activities? Should we restructure our redevelopment agencies to be more transparent, efficient, and effective?

All good questions and important ones as well, but these issues are nothing new. City leaders have been discussing and debating redevelopment for years. City memos and reports—dating back five years and more—offer insights, valuable information, and possible solutions. But all this good work apparently fell by the wayside as our redevelopment efforts were tainted by high level scandals that stopped progress and eroded public trust.

That's why the City Council has created a new Ad Hoc Committee of the Redevelopment Agency. As Vice Chair of the Ad Hoc Committee, my purpose is simple: to change the way San Diego conducts its redevelopment activities; to make it transparent; to spend each tax dollar wisely; and to create jobs, affordable housing, and enhance the quality of life in redevelopment areas. No more endless talk. *It's time to walk the walk!*

This month, prior to our first Committee meeting January 31st, we expect reports from the City Attorney and Independent Budget Analyst advising us on our legal and structural parameters. Our first assignment is to appoint a new Agency Executive Director. When the Mayor's seat on the City Council was eliminated under the Strong Mayor form of government, he was forced off the Agency Board of Directors due to State law. Although he temporarily was appointed as Executive Director, it is obvious that he must leave that position as well, now that Strong Mayor is permanent.

We will also set goals for redevelopment - citywide. We will listen to the taxpayers and seek out expertise from the business community and other redevelopment agencies statewide. We will explore different proposals to restructure the Redevelopment Agency and agree on the best options. We will then present our reform recommendations to the full City Council for approval.

Redevelopment is one of the most important tools we have to revitalize our long neglected older communities and preserve our quality of life going forward. Our Ad Hoc Committee has one year to resolve our current challenges and set a course for San Diego's future. I look forward to that challenge and creating a Redevelopment Agency that we can all be proud of.

Thank you for listening, Marti

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Honoring Our Heroes

Pearl Harbor Day at City Hall was one filled with pride. On behalf of the City, Councilmember Emerald honored two very special San Diegans with proclamations, thanking them for their service in our Armed Forces.



Lewis Meyer



Lewis Meyer is a native San Diegan who dedicated his life to serving the public and his Country. During the Korean Conflict, Mr. Meyer joined the Army and, after serving honorably, returned home and became a civilian fire fighter. Captain Lewis was called to serve again and headed overseas, first to the Philippines and then to Vietnam. In 1967, this civilian Fire Chief was captured and held as a POW for five years at the infamous Hanoi Hilton. He received two Purple Hearts and the Prisoner of War Medal.

Frank Steichen is a Pearl Harbor survivor. On December 7, 1941, his ship, the USS San

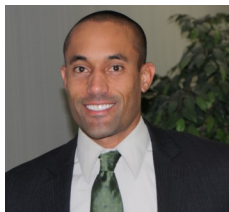
Francisco, was in Pearl Harbor for repairs. Frank remembers seeing the first Japanese torpedo planes approach Pearl Harbor and he'll never forget the horror of seeing Battleship Row on fire. He was just 21 years old. Now 90, Frank is one of a shrinking number of Pearl Harbor Survivors. The men and women who served in WWII are known as the Greatest Generation and we are losing them at a rate of more than 1000 every day.



Francis (Frank) Steichen



New Team Members



Drew Ector was appointed by CM Emerald as the Committee Consultant for the City Council's Public Safety and Neighborhood Services Committee. Drew's background most recently includes five years as the Vice President and interim CEO for a San Diego personnel and executive search firm. He returns to City Hall where he served as a policy advisor in Council District Two in 2002. In addition to his PS&NS Committee duties, Drew will focus on the city budget, managed competition, and pension issues. A decade-long resident of San Diego, Drew attended San Diego State University where he earned Bachelor of Arts degrees in Economics and Political Science.



Mary Ann Wallace joins Team Emerald as a Policy Advisor and Council Representative. Mary Ann served Councilmember Donna Frye as a Policy Analyst since 2003 and Consultant to the City Council's Natural Resources and Culture Committee for the last four years. A graduate of San Diego State University, where she earned a Bachelor of Arts degree in Public Administration, Mary Ann will focus on environmental, water, social, and health issues. She is proud to serve as the representative to the Navajo communities of Del Cerro, San Carlos, and Lake Murray.

Councilmember Marti Emerald's City Website:
<http://www.sandiego.gov/citycouncil/cd7>

Recycle Your Christmas Tree



Councilmember Marti Emerald is hosting the City's 37th Annual Christmas Tree Recycling Program. By recycling, you give your cut tree a second life as compost or mulch.

The City makes it easy for residents to recycle. If you receive curbside greens recycling services, you can leave your tree on the curb on your regular recycling day. Residents can also take advantage of 16 convenient daytime drop-off locations.

The program runs through January 23rd. For more information: www.sandiego.gov/environmental-services

**MARTI
EMERALD'S
GOALS**



***Improve Public
Safety**

***Create Jobs**

***Restore Trust in
City
Government**

Holiday Food Drive



Stuff the Bus was a fitting name for the event on Saturday, Dec 11th. Ten MTS buses parked at area Vons grocery stores, waiting to be filled with non-perishable food to be distributed by the San Diego Food Bank. San Diegans like you truly came through and stuffed the buses with 9,515 pounds of food.

To further address the needs of San Diego's hungry, Councilmember Emerald joined Jagger & Kristi from Magic 92.5 radio for another food collection effort on Tuesday, Dec 15th.

The Holiday Food Drive concluded on New Year's Day, but the need is year round. For more information on how you can help: <http://sandiegofoodbank.org/>

Marti with Jagger & Kristi



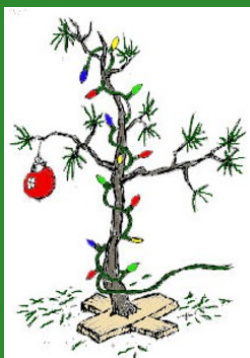
Getting the Job Done... Constituent Comments

Service Requests Completed *"I want to thank you for all the work that is being done in our community! You have an exceptional staff and we really appreciate all that Chris, Kim, Cynthia, Don, and Bonnie do on our behalf. They have helped us so much with their availability, direction, and connecting us to the right City departments to get service requests completed. We have been able to accomplish so much since you came into office..."* Anna Orzel-Arnita, President, Redwood Village Community Council

Asphalt Repair *"To get results this quickly and at the end of the year, it speaks volumes of your effectiveness and energy."* Alfredo C. Valverde Jr., Alvarado Estates

Addressing Neighborhood Issues *"Thank you for taking the time to come to the Nov 30th Town Hall Meeting in Allied Gardens. I really appreciate you listening to our concerns and I think it was good to be reminded of the obstacles you face in trying to help our city."* Jennifer Nickels, Allied Gardens

Volunteers *"Please let Councilmember Marti Emerald know how much we appreciate her leadership and commitment to community. Also, please pass on our thanks to "Team Emerald" for a job well done. A volunteer's role is so important in our community. Your efforts have contributed to the success of our 9th Annual Thanksgiving Day Run for the Hungry."* Sherry Fusco, Director of Older Adult Services—College Avenue, Jewish Family Service



Tree Recycling

Councilmember

Emerald reminds you
to recycle your

Christmas trees. It's
easier than ever, with

16 drop-off locations
(for City residents

only), as well as curb-
side pick-up for those

with curbside yard
waste collection. For

more information:
[http://www.sandiego.gov/](http://www.sandiego.gov/environmental-services/recycling/christmas.shtml)

[environmental-services/
recycling/christmas.shtml](http://www.sandiego.gov/environmental-services/recycling/christmas.shtml)

This tree recycling

event ends on

Jan 23rd.

January Community Events

Councilmember Emerald wishes you and your family a very Happy New Year! We look forward to serving you and your communities in 2011.

Rebuilding Together San Diego, a 501(c)(3) non-profit organization, is accepting applications for their home renovation program for 2011. Rebuilding Together San Diego helps residents in need of assistance with home repairs. This service is for people who are physically and financially unable to make repairs themselves. For more information: www.rebuildingtogethersd.org or call (619) 231-7873.

Rolando Community Council Book Sale Sat 1/8 8am - 4pm in the Rite-Aid parking lot, corner of Art St. and El Cajon Blvd.

Grantville Stakeholders Committee Mon 1/10 6pm. Mission Valley Church of the Nazarene, 4750 Mission Gorge Place. Agenda topics include park requirements for the redevelopment project area. For more information, contact Dan Monroe (619) 236-5529 or dmmonrow@sandiego.gov or <http://www.sandiego.gov/redevelopment-agency/grantville.shtml>

Meet the Author and Learn How to Become a Published Writer Tue 1/11 Allied Gardens/Benjamin Branch Library, 5188 Zion Ave. Meet local authors Arlette Gaffrey and Jennifer Cobern. Ms. Gaffrey will be available to sign books, from 1:30-3pm and Ms. Cobern will provide tips on how to publish a book, from 6:30-7:30pm. For more information about the event and other exciting, upcoming activities for both children and adults : (619) 533-3970.

The San Diego Mandolin Orchestra Sun 1/16 4pm. Ascension Lutheran Church, 5106 Zion Ave. This is a **free** concert.

Dr. Martin Luther King Jr. Day Mon 1/17. **The All People's Breakfast**, 7:30am at the San Diego Convention Center, downtown. Since the 1970's, a coalition of local civil rights, labor and faith leaders, and other concerned citizens has gathered to celebrate Dr. King's legacy of peace, tolerance, and equality for all people. Join us. Here's how: <https://sites.google.com/site/equalityalliancesandiegocount/y/mlk-all-people-s-breakfast/2011-all-people-s-breakfast-registration>

Important Holiday Trash Collection Reminder: Mon 1/17 - As part of the Environmental Services Department's new Holiday Trash Collection Schedule, the City of San Diego's trash, recycling, and yard waste collection remains on the regular Mon -Fri schedule. For more info: www.sandiego.gov/environmental-services

Crime Prevention for Apartment Communities Mon 1/19 8am - 5pm. SDPD Mid-City Division, 4310 Landis St., 2nd floor Community Room. Managers Training includes: Crime prevention for apartment communities, drug and gang awareness, and domestic violence. For more information, contact lroman@pd.sandiego.gov or rramirez@publicstrategies.org

Mid-City Community Meeting Wed 1/19 5pm Mid-City Multicultural Center, 5348 University Ave. Join Councilmember Marti Emerald, Police Chief Lansdowne and others to discuss the City's budget and the future of the Multicultural Center.